

From: Michael Lukaszewski mljr@me.com 
Subject: Inspiration
Date: October 20, 2014 at 2:52 PM
To: Aaron Skinner aaron@canvasagency.com

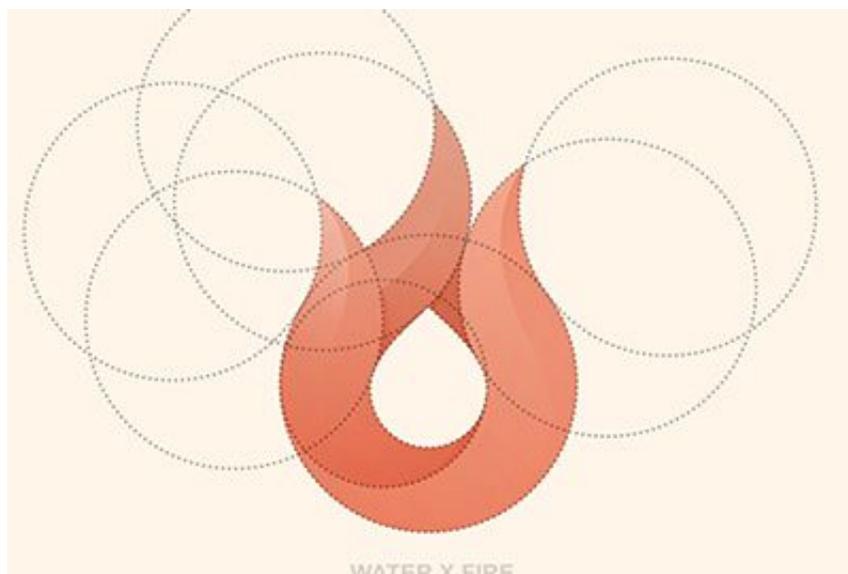
Aaron,

Thanks for your understanding and hard work. It means a lot to me that you want to get this right. Honestly, that speaks volumes to me.

I looked through your samples and then searched on my own to send you some further inspiration. Here are some things I found with some notes.



I could see something like the "C" or the "F" with some of the coloring from your original inspiration board. I like the simple mark - it's a little more than just a letter, but it's still simple. The way the colors work remind me of your logo a little bit.



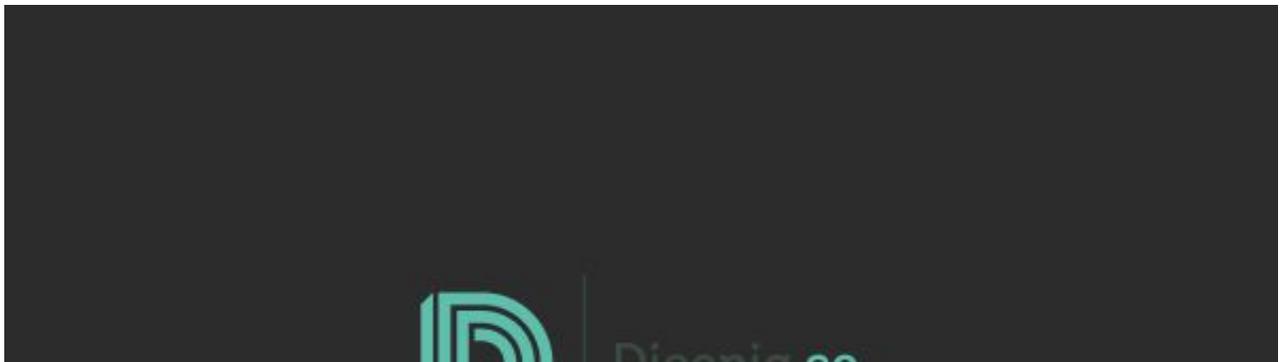
I liked this as a stand-alone mark. It's obviously got the typical flame look, but I also see a circle and a teardrop in the middle. What if there was a "C" for church, or even a little church in there?

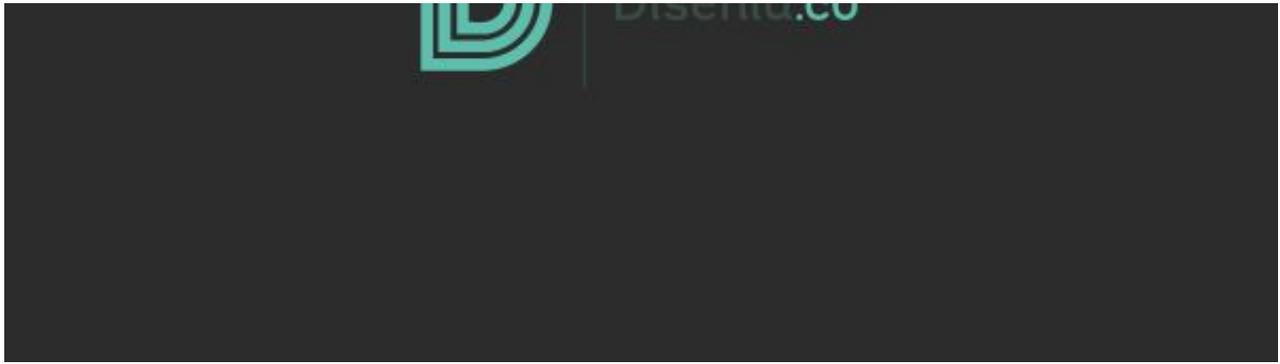


I liked this because I saw a flame and a leaf. It immediately reminded me of growth + health, which is something I teach a lot. I don't believe that tension should fully be resolved in a church. This reminds me of the flame idea.



This one is super simple, but I liked it. The font is simple and so is the mark. Could go along the line with your battery meter concept like your original thoughts.





Again, a simple letter based mark. I'm liking the letter but it's a design not just a plain font letter. Maybe there's a way to do something like this.



I liked this because it combined the wires into a coffee cup icon. I could see something like this being worked into a church icon or something. This one is similar to the one above.





I liked this because it reminded me of the mark inside of a hexagon approach like we've been working on. But it's simpler and I look at it and I know right what it is.



I liked this one because the flame look moves into something else. It's definitely the more complicated of these inspiration pieces. But this one stuck out to me on a page full of logos, so that's good.



This one has that icon look but just uses a font inside it. But it was the two colors that I liked - I feel like it communicates two sides of something. Not a huge fan of the distressed look, but the two-tone idea is what I noticed here.





Really elegant and professional here. I noticed the shape and the lined before noticing that it was N.T.M. all woven together.

Do any of these inspiration logos connect with what you see in your head?

Michael